CONTACT

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TECHNICAL SKILLS

●●●● Ruby on Rails

●●●● JavaScript

●●●● HTML & CSS

●●●○ APIs

●●●○ SQL - PostgreSQL

●●●○ Sidekiq

●●●○ React

●●○○ Node.js

●●○○ NoSQL - MongoDB

ADDITIONAL SKILLS

✓ English - Fluent C2 Proficient

✓ Git and GitHub

✓ UI and UX

✓ Marketing, Branding, SEO

FELIPE RUBIO

FULLSTACK DEVELOPER

PROFILE

Ruby on Rails developer specialized in the **Ruby** toolchain and with a solid background in Marketing and Copywriting on top. Good knowledge in Frontend and comfortable working **Fullstack**. Well versed in **SQL** (**Postgre**), **Git** and **GitHub**. Able to write my own tests (**RSpec** and **Minitest**). Knowledge of background jobs (**Sidekiq**) and **NoSQL** (**Mongo**). C2 fluency in English.

PROFESSIONAL EXPERIENCE

Freelance Senior Copywriter
Jan 2016 - present

- Creation of brand concept and line of communication.
- Plan and execute content marketing campaigns.

Senior Copywriter
Agência Estratégica | Mar 2018 - Feb 2020

- Meet with clients to establish the creative path.
- Creation of brand's concept and line of communication.
- Lead an in-house team to serve a large-scale client.

Copywriter
C. Carneiro Branding | Jan 2016 - Feb 2018

- Write actionable copy for high-quality Content Marketing.
- Persuasive texts for Landing Pages, Articles, and Social Media.

EDUCATION

Computer Science, Bachelor of Technology
Uniamérica | Apr. 2022 - Jun. 2026

Fullstack Web Development - Ruby on Rails
Le Wagon Rio | Jul. 2022 - Set. 2022

Advertising and Publicity, Bachelor of Communication
PUC-RIO | Aug. 2014 - Dec. 2018